

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER– IV EXAMINATION – WINTER 2020****Subject Code:2840006****Date:02/01/2021****Subject Name:Project Management****Time:02:00 PM TO 04.00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

| <b>Q. No.</b>  | <b>Question Text and Option</b>  | <b>6</b>  |
|----------------|--|---|
| <b>Q.1 (a)</b> | The Businessman fix the future Demand in present time. It is known as<br><br>_____   |   |
| 1.             | A. Demand<br>C. Sales Target   | B. Sales<br>D. Demand forecasting                   |
|                | When Producer collects the raw material, process the raw material, create finished goods And sale finished good in market. This process is called  |   |
| 2.             | _____  |   |
|                | A. Production chain management<br>C. Supply chain management   | B. Sales chain management<br>D Inventory management |
|                | One producer has decided production quota month wise. What he actually done?   |   |
| 3.             | A. Production timing<br>C. Production Scheduling   | B. Finished goods<br>D. Planning                    |
|                | What is the function of Transportation?  |   |
| 4.             | A. cash receivables<br>C. Raw material and finished goods trans  | B. Fund Cycle<br>D. Store the goods                 |
|                | What is the function of Warehouse Manager?   |   |
| 5.             | A. To Store the raw material and goods<br>C. Delivery of goods and services  | B. Working capital<br>D. Profit & Loss              |
|                | Plant lay out means _____  |   |
| 6.             | A. Locations of different departments in company<br>C. Where the company is located on map   | B. Planning<br>D. Company address                   |
| <b>Q.1 (b)</b> | Explain the following Terms<br>1. Inventory Control<br>2. Material Handling<br>3. Plant Location<br>4. Plant Lay out<br>4. Explain the role of Warehouse management in business.<br>5. Explain the different Transportation methods. | <b>06</b>   |
| <b>Q.2 (a)</b> | What are the key dimensions in supply chain process?   | <b>06</b>   |
| <b>(b)</b>     | What are the key functional roles of Information Technology in Supply Chain today.   | <b>06</b>   |
| <b>Q.3 (a)</b> | How SCORE MODEL is connected with supply chain and performance measures?   | <b>06</b>   |
| <b>(b)</b>     | Discuss the various phases of evolution of supply chain management   | <b>06</b>   |

|            |  |           |
|------------|--|-----------|
| <b>Q.4</b> | (a) Define the term Bullwhip Effect and discuss the causes of Bullwhip effect.   | <b>06</b> |
|            | (b) The XYZ LTD want to start it's business operations in India. They want to produce Medical equipments in Bangalore and want to cover Indian market within a year. Suggest Your Transportation Strategy, Distribution Strategy and Inventory Strategy. | <b>06</b> |
| <b>Q.5</b> | (a) Explain the concept of Cross Docking for Indian Truck Industry.  | <b>06</b> |
|            | (b) How Mudra Port is useful for effective supply chain management to Exporters?   | <b>06</b> |
| <b>Q.6</b> | (a) Differentiate Human Technology & Machinery Technology.   | <b>06</b> |
|            | (b) Explain the process of Supply Chain Management.  | <b>06</b> |
|            |  | <b>11</b> |

Q.7

### Case Study

#### Dell- A Failure Supply Chain Process

The focus of this case study is the supply chain management practices of Dell. Dell has been following its unique 'direct build-to-order' sales model for more than 20 years. Customers can plan their own configuration and place orders directly with the company via the phone or its Web site. Over the years, Dell's supply chain efficiencies and direct sales gave it a competitive advantage.

#### Can Dell regain its market leader position from HP?

In 2006 however, Dell faced several problems. Many customers complained about long delays in supplies. Recall of Sony battery cells in its laptops brought undesirable media hype to the company. Increasing discontent of customers led to a slowdown in sales. Consequently, Dell lost its market leadership to Hewlett-Packard Co. (HP). Industry analysts felt that, with Dell's competitors also improving their supply chains and matching Dell's direct model, the company had been losing its competitive edge. Dell will have to bear additional costs with its foray into retail distribution thereby minimizing its cost advantage. Besides, profit margins of Dell will drop further since it will have to offer incentives to compete with HP in retail stores. Though Dell spruced up its product design and range but Apple is clearly far ahead of it. Many experts feel that such new initiatives will only distract Dell from its supply chain operations.

Q-1:- Discuss the main Supply chain management problems in dell.

Q-2:- What you will suggest to Dell to improve the Supply chain Process?

**OR**

Q.7

#### Case Study

**11**

Gillette (India) Ltd is the leader in male and female grooming products. Till the year 2000 nobody was clearly accountable for the accuracy of the forecast at Gillette, and poor forecasting resulted in several supply chain problems like low service levels and high imbalanced inventories. In 2002 brand managers were given responsibility of demand forecasting. As there were no standard processes so the firm realized that brand managers were

more connected with their sales targets and were not focusing on forecasting accurate market demands.

1:- If you are given the responsibility of demand forecasting Then how would you forecast the demand of the Gillette (India) Ltd?

2:- What demand forecasting method you will use? Why?

